

kypost.com

## **ORDER**

## Flight Dates 10/09/12-10/15/12

Order Sep 00:20:00

<u>Product</u> <u>Estimate #</u> **Week # 4. 10.9-10.15.12.** 

Contract / Revision 302984 / Candidate. Sherrod Brown. 10.9-1 Alt Order #

Original Date / Revision Agency Com 15% Billing Type Cash

06/27/12 07/17/12 Billing Contact Order Type GENERAL

Advertiser Friends of Brown / Democra Billing Cycle EOM/EOC

1831 Chestnut Street Billing Calendar BROADCAST

Philadelphia, PA 19103

Demographic A35+

Agency Shorr Johnson Magnus Rev Codes POL POL CAND

Buying Contact
Sales Office EWSDC Product Codes PL

1831 Chestnut Street Sales Region NAT Priority P-1

Philadelphia, PA 19103 Agency Ref Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Order Share %	Market Value
Competing Station	% of Order

Competing Statio	n % of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals Billing Plan

 Month
 # of Spots
 Net Amount Gross Amount
 Rating
 Start Date
 End Date
 # Spots
 Net Amount Gross Amount

 October 2012
 44
 \$30,090.00
 \$35,400.00
 0.00
 10/01/12
 10/15/12
 44
 \$30,090.00
 \$35,400.00

Totals 44 \$30,090.00 \$35,400.00 0.00

N 1 WCPO 10/09/12 10/15/12 M-F GMA 7-9am CM 7-9a MIWTF :30 8 \$400.00 P-3 0.00 NM 10 \$4,00	Totals											
**************************************	Rate Pri Rtg Type Spots Amount	Rate	Spots	Len	Γime Days	Start/End 7	Break	Inventory Code	End	Start	Ln Ch	
M-F GMA 7-9am	100.00 P-3 0.00 NM 10 \$4,000.00	3 \$400.00	8	:30	MTWTF-	7-9a	_	M-F GMA 7-9am M-F GMA 7-9am	2 10/15/12	10/09/1	1 WCPO	Ī
Start Date					Rating	Rate	Spots/Week	Weekdays	End Date	rt Date	Sta	
Week: 10/08/12						\$400.00	8	- ТWГF	10/14/12	08/12	Week: 10/	
Week: 10/15/12 10/21/12 M 2 \$400.00 0.00					0.00	\$400.00	2	M	10/21/12	15/12	Week: 10/	
N 2 WCPO 10/09/12 10/15/12 M-F GMTS 6-7a CM 6-7a MTWTF :30 4 \$400.00 P-3 0.00 NM 5 \$2,00	100.00 P-3 0.00 NM 5 \$2,000.00	\$400.00	4	:30	MTWTF-	6-7a	CM	M-F GMTS 6-7a	2 10/15/12	10/09/1	2 WCPO	Ī
M-F GMTS 6-7a								M-F GMTS 6-7a				
Start Date End Date Weekdays Spots/Week Rate Rating					Rating	Rate	Spots/Week	Weekdays	End Date	rt Date	Sta	
Week: 10/08/12 10/14/12 - TWTF 4 \$400.00 0.00					0.00	\$400.00	4	- TWTF	10/14/12	08/12	Week: 10/	
Week: 10/15/12					0.00	\$400.00	1	M	10/21/12	15/12	Week: 10/	
N 3 WCPO 10/09/12 10/15/12 M-F 730-8p CM M-F 730-8p MTWTF :30 4 \$500.00 P-3 0.00 NM 5 \$2,50	500.00 P-3 0.00 NM 5 \$2,500.00	\$500.00	4	:30	MTWTF-	M-F 730-8p	СМ	M-F 730-8p	2 10/15/12	10/09/1	3 WCPO	Ī



<u>Contract / Revision</u> 302984 <u>Flight Dates</u> 10/09/12-10/15/12

**WCPO** 

Hiatus Dates

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<u>Original Date / Revision</u> 06/27/12/ 07/17/12 <u>Order Sep</u> 00:20:00

Advertiser Friends of Brown / Democr Product Candidate. Sherrod Brown. Estimate # Week # 4. 10.9-10.15.12.

										Tota	
Ln Ch	Start	End	Inventory Code Jeopardy	Break	Start/End Ti	me Days	Len Spo	ts Rate Pri	Rtg Type	3pots	Amount
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating			Ī		
Week: 10/0		10/14/12	- TWTF	4	\$500.00	0.00					
Week: 10/1:		10/21/12	M	1	\$500.00	0.00				_	<b>^-</b>
N 4 WCPO	10/09/12	2 10/15/12	M-F 6-630p News		558-630p	МГЖГБ-	- :30	4 \$1,000.00 P-3	0.00 NM	5	\$5,000.00
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating			j		
Week: 10/0	8/12	10/14/12	- TWTF	4	\$1,000.00	0.00					
Week: 10/1:		10/21/12	M		\$1,000.00	0.00					
N 5 WCPO	10/13/12	2 10/13/12	SA 730-8p SA730-8P	CM	730-758p	S	- :30	1 \$400.00 P-3	0.00 NM	0	\$0.00
	Date Date	End Date	Weekdays S-	Spots/Week	Rate	Rating					
Week: 10/0/ Spot Ch [	8/12 Date Rar	10/14/12 nae D	escription	1 Start	\$400.00 End Time	0.00	Weekdays	Length Rate	Rtg Type		
		?-10/14/12 S			758p		Sa		0.00 <i>NM</i>		
Cred											
[Cred											
N 6 WCPO	10/09/12	2 10/15/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p	MTWTF-	- :30	4 \$500.00 P-3	0.00 NM	5	\$2,500.00
	Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/0 Week: 10/1		10/14/12 10/21/12	- ТWГF M	4	\$500.00 \$500.00	0.00 0.00					
N 7 WCPO				CM	658-730p	S	- :30	1 \$500.00 P-3	0.00 NM	0	\$0.00
	. 0, . 0, . 2		SA7-730P	<b>5</b>	осо . сор	2	.00	. 4000.00.	0.00	· ·	ψ0.00
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/0		10/14/12	S-	1 Stort	\$500.00 End Time	0.00	Mookdovo	Longth Boto	Dta Tuno		
	Date Rar 10/08/12	<u>D</u> 2-10/14/12 S	escription A 7-730p		730p		Weekdays	:30 (\$500.00)	Rtg Type 0.00 NM		
	dited		•		•			,			
[Cred											
N 8 WCPO	10/15/12	2 10/15/12	Monday Prime C Monday Prime C	СМ	10-11p	М	- :30	1 \$3,000.00 P-3	0.00 NM	1	\$3,000.00
	Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/1:		10/21/12	M	1	\$3,000.00	0.00	.20	4	0.00 NIM	4	Ф4 <b>5</b> 00 00
N 9 WCPO	10/15/12	2 10/15/12	M8-10p Dancing M8-10p Dancing	СМ	8-10p	M	- :30	1 \$4,500.00 P-3	0.00 NM	1	\$4,500.00
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating			į		
Week: 10/1		10/21/12	M	1	+ /	0.00					
N10 WCPO	10/14/12	2 10/14/12	Sunday Prime C Sunday Prime C	СМ	9-10p		S :30	1 \$4,000.00 P-3	0.00 NM	1	\$4,000.00
	Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/0		10/14/12	S		\$4,000.00	0.00	Mookdovo	Langth Data	Dta Tuna		
	Date Rar 10/08/12		escription unday Prime C	9-10	/End Time p		Weekdays		Rtg Type 0.00 NM		
	MG 10.2				г						
		HG EXT.WO									
_			uesday Prime C	10-1	1p		- T	:30 \$4,000.00	0.00 NM		
₩ MG1			M E 4405 1000	NEWS (IONA)	4405 1000	) frame		4 0500005	0.00.1117	_	<b>#0.500.00</b>
			M-F 1135p-1202a M-F 1135p-1202a	n Nightlir	1135p-1202a	MTWTF-	- :30	4 \$500.00 P-3	0.00 NM	5	\$2,500.00
	Date 0/40	End Date	Weekdays - TWTF	Spots/Week	Rate	Rating					
Week: 10/0	0/12	10/14/12	- 1W1F	4	\$500.00	0.00					

Print Date: 08/06/12

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Contract / Revision 302984 Flight Dates 10/09/12-10/15/12 Hiatus Dates

<u>Original Date / Revision</u> 06/27/12/ 07/17/12 <u>Order Sep</u> 00:20:00

Advertiser Friends of Brown / Democr Product Candidate. Sherrod Brown. Estimate # Week # 4. 10.9-10.15.12.

						Tota	als
Ln Ch Start End	Inventory Code Brea	ak Start/End T	ime Days	Len Spots	Rate Pri Rtg T	ype Spots	Amount
N11 WCPO 10/09/12 10/15/12	M-F 1135p-1202a Nightl@M	1135p-1202a	a MTWTF	:30 4	\$500.00 P-3 0.00	NM 5	\$2,500.00
	M-F 1135p-1202a Nightlir						
Start Date End Date	Weekdays Spots/Wee	ek Rate	Rating				
Week: 10/08/12 10/14/12	- TWFF	4 \$500.00	0.00				
Week: 10/15/12 10/21/12	M	1 \$500.00	0.00				
N12 WCPO 10/09/12 10/15/12	M-SU 11p Late News CM	11-1135p	MTWTF- S	:30 5	\$900.00 P-3 0.00	NM 6	\$5,400.00
	M-SU 11p Late News						
Start Date End Date	Weekdays Spots/Wee	ek Rate	Rating				
Week: 10/08/12 10/14/12	- TWTF- S	5 \$900.00	0.00				
Week: 10/15/12 10/21/12	M	1 \$900.00	0.00			I	

Totals 44 \$35,400.00